

Pers. 10

IMMEDIATE RELEASE

June 27, 1956

James C. Hagerty, Press Secretary to the President

THE WHITE HOUSE

The President approved today a new government-wide policy, based on "true voluntary giving," for collection of contributions by Federal civilian and military personnel to recognized health and welfare organizations.

The new policy was developed with Cabinet concurrence after more than a year of study. Its initiation in place of a wide variety of solicitations in government offices throughout the world will be under general supervision of Philip Young, Civil Service Commission Chairman and Presidential Advisor on Personnel Management. An executive order putting the new program into effect will be issued in the near future.

In a foreword to a detailed statement on the new policy, to be issued by Mr. Young, the President said:

"We who work in the government want to assume our full citizens' share of voluntary support of the many worthwhile private health and welfare organizations.

"True voluntary giving is based on the personal desire of an individual to make a private donation to a specific agency for a purpose with which he is familiar and which he wants to support.

"The new program will make available to everyone in the government the opportunity to give his full measure of support to these efforts."

The new system provides for not more than three solicitation periods each year -- and in cases where communities have a united fund serving all recognized agencies, only one solicitation will be necessary. The three solicitations contemplated under the new plan would permit the government to provide for the needs of the following broad groups of fund-raising organizations:

(1) local community needs -- the Community Chest, (2) for national welfare and emergency relief; service to our Armed Forces -- the American National Red Cross, and (3) for national health agency needs for research, care of the stricken and health education -- the American Cancer Society, the American Heart Association, the National Society for Crippled Children and Adults, etc.

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Remarks:			
<p>This should be analyzed without delay, then</p> <p>(1) I would like to be briefed as to implications on us and our system.</p> <p>(2) Take up at early DD/S staff meeting.</p> <p>(3) Probably put on agenda for Director's Senior Staff Meeting, and</p> <p>(4) Take appropriate action in connection with our own drive.</p> <p>/s/ LKW</p>			
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